



ALASKA STATE EMPLOYEES ASSOCIATION

American Federation of State, County & Municipal Employees Local 52

JOB ANNOUNCEMENT

September 16, 2019

Communications Coordinator/Internal and External Organizer

ASEA/AFSCME Local 52

Location: Anchorage, AK

Salary: Same as Business Agent classification

Applications Due: September 30, 2019

Who We Are:

Representing public service workers across Alaska, ASEA/AFSCME Local 52 is the largest public employee labor union in Alaska. ASEA members are proud Alaskans and proud public service workers, working everywhere our communities need us. ASEA fights for fairness and equality in the workplace, empowering members to join together for a voice on the job for better pay, better health care, better retirement and a healthy work environment. We believe every person who serves their community deserves respect.

Position Overview:

The Communications Coordinator will oversee all aspects of the union's communication efforts. This includes establishing a multi-channel communications strategy and calendar to reach members and potential members; cultivating and maintaining media relations; developing and implementing comms strategy for external organizing, contract and other campaigns; and building communications capacity of local leaders. This position serves as one of the chief spokespersons for ASEA, is a liaison to the press, and serves as the chief strategist on media events and activities. This position oversees the design of the ASEA website and related social media sites and monitors changing technology to provide effective communication.

Duties:

- Develop and execute ASEA/AFSCME Local 52's communications plans, integrating earned, paid, and digital media, to advance the organizing, legislative and advocacy priorities.
- Operate on both a strategic and tactical level, creating plans with clearly defined and measurable goals, messages, calendar and timelines.
- Develop effective messages that are based on research and best practices and rooted in the AFSCME brand.
- Identify opportunities to engage members and potential members online and move them into offline action.
- Maintain and build email and text lists, as well as social media channels and website traffic.
- Write and edit emails, blog posts, talking points, press advisories and releases, op-eds, newsletters, phone scripts, mail pieces and memos, etc.
- Coordinate the work of staff with communications assignment.
- Serve as a spokesperson for ASEA/AFSCME Local 52 with partner organizations, key stakeholders and the media, as needed.
- Develop and manage paid advertising on Facebook, Google and Twitter through effective targeting.
- Use data and analytics to evaluate tactics and adjust them as needed.
- Plan and manage event communications – strategy, message, visuals, materials, media outreach, video, photography, etc.
- Train and build capacity of staff and leaders on messages, communications tools and tactics.
- Perform other duties as assigned.



Requirements:

- B.A. or B.S. in Communications, Public Relations, English, Journalism or related field.
- Four or more years in campaign, labor or advocacy communications, media relations, public affairs, community organizing, or other related experience.
- Exceptional writing and excellent verbal and interpersonal skills.
- Experience developing implementing creative communications strategies, including identifying and creating opportunities to drive message and move target audiences to action.
- Experience framing messages for diverse audiences.
- Experience with digital media platforms including web content management systems, email tools, etc.
- Experience with design tools, such Adobe Creative Suite (Photoshop, InDesign, Illustrator).
- Ability to set priorities, work under pressure, handle multiple projects simultaneously and meet established deadlines.
- Ability to work as an effective team member.
- Must thrive in an environment with tight deadlines, changing priorities, high-pressure and irregular hours.
- Requires a high level of judgment and ability to take initiative and work independently.
- Ability to work with International and local union elected leaders and senior staff and navigate complex and sometimes politically sensitive situations.
- Ability to travel and to work nights and weekend.

This position reports to the Executive Director, and leads the work of staff providing communications functions, such as content creation and data management. The position works closely with the organizing lead.

All ASEA/AFSCME Local 52 Employees are represented by Laborers Local 341. We are an Equal Opportunity Employer.

Interested applicants should please mail, email or fax resume to attention of:

Jake Metcalfe, Executive Director
ASEA/AFSCME Local 52
2601 Denali Street, Anchorage AK 99503
(907) 277-5206 fax
JakeM@afscmelocal52.org

DEADLINE FOR RECEIPT OF APPLICATIONS IS: 5:00 p.m. on September 30, 2019

